Unit Title	Advertising Personal Project
FHEQ Level	Six
Unit Code	ADGP21302
Credit Value	45 Credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	40	Independent Study	150
Supervised access to resources	20	Preparation for Assessment	50
		Unsupervised Access to Resources	100
Total			**360**

Unit Description

Advertising photography is driven as much by personal interpretations of client briefs as a more conventional response and often a personal folio will be the key to being commissioned – more and more agencies expect a visual literacy from commissioned photographers and this would be demonstrated within a folio of personal work.

This unit asks you to capitalise on what you have learned so far within this study option and synthesise your skills into a folio that best showcases your own directions and concerns within this genre of photography. In this unit of study, you will be expected to produce a resolved body of work that is driven by a personal agenda and this might mix genres within advertising as well as final platforms of publishing. Your voice will need to be authentic and contemporary within this folio so as to appeal to commissioners as well as showcasing your skills as an image maker. You will be expected to consider an audience for your work as well as any brand-building that might be appropriate and contemporary dialogues within the industry should be addressed where possible to ensure that you are aware of and participating in these critical debates.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines combine and evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / Where enquiry informs creativity.

Unit Indicative Content

- Developing a series of project proposals based on visual research and career ambitions into a self-defined brief that is distinct within the chosen study option.
- Developing a treatment to plan and develop initial concepts into practicalities- specifically regarding aspects of practice and publishing.
- The sourcing and managing of creative support such as models, teams, styling, hair and make-up, design, moving image and other external inputs into a final project.
- The management of studio time, location access, travel carnets, hire of equipment where applicable.
- Advanced use of image capture and workflow with output to print as being the main focus.
- Distinctive and appropriate lighting on location and in the studio where appropriate.
- The development of images into final print-ready artwork and the sourcing of third-party support in terms of defined publishing strategies for book, magazine or wall.
- An awareness of the specific elements of practice needed to authentically produce work within a chosen genre or pathway.
- The management of resources, time and facilities to meet a defined deadline.

Unit Aims

To prove the ability to refine and develop a self-defined concept through to final realization through three key stages of production.

To support the fully controlled and assured use of technical and practical skills to realise outcomes with an awareness of industry expectations.

To develop a sophisticated understanding of audience and context and the application of that understanding to considerations of publication and final output.

To provide a well-informed understanding of industry relevant practice, particularly areas closely related to potential career paths or areas of specific interest.

To emphasise high levels of personal organisation, responsibility, punctuality and control of varied resources required to successfully bring a major photographic project to completion.

Unit Learning Outcomes

LO1 CULTIVATE

- **Technical Competence**
- **Subject Knowledge**
- **Resilience**

Evidence and contextualise capacity for utilising and synthesising discipline specific knowledge and technical competencies to support academic & practical self-efficacy and advancing employability proficiencies.

LO2 COLLABORATE

- **Inter-disciplinary Working**
- **Coproduction**

Demonstrate ability to combine strategies that synthesise inter-disciplinary and trans-disciplinary working methods into personal practice.
Evidence aptitude to synthesise cooperative interactions and partnerships/teamwork in personal working methodologies.

LO3 INTEGRATE

- **Communication & Presentation**
- **Networking**
- **Professional Practice**

Demonstrate effective competence to employ coherent and aligned communication and presentation strategies in physical, written and oral forms.
Evidence ability to effectively synthesise academic development with industry interactions, practices and professional working models in order to facilitate disciplinary discovery and personal professional practice.

LO4 ADVOCATE

- **Critical Reflection**
- **Professional Identity**

Evidence ability to utilise Critical Reflection, to review, analyse, interpret and evaluate personal and professional development.
Identify a coherent working ethos that identifies consideration of social and ethically responsible working methods and how this aligns and supports personal professional practice.

LO5 ORIGINATE

- **Research**
- **Experimentation**
- **Ideation**

Evidence capacity for rigorous enquiry processes that support and facilitate practical and theoretical development in physical, written and oral forms.
Evidence capacity to combine & synthesise ideas, materials, tests and outcomes into solutions to inform and support and enable practical and theoretical development in physical, written and oral forms.

Learning and Teaching Methods

Lecture
Seminar
Tutorial
Guest Lecture
Independent study
Directed Study

Hybrid approaches to study that might include online and pre-recorded materials as well as in-class sessions that concentrate on acquiring practical skills and software/hardware integration as well as industry contact. This also might include a client briefing and final assessment if the client was not based in the UK for example.

Assessment methods and tasks

Brief description of assessment methods

- Formative Assessment: You will be given the opportunity for formative feedback/feedforward. This will be given midway through the unit or at an appropriate time.

- Summative assessment: Is the completion of the main unit tasks – typically a finished outcome together with associated research and reflective elements and the completion of a digital workbook and accompanying treatments or presentations.
- Presentations to tutors and/or peers are usually within a small group environment where at least two tutors are present. This is an oral examination that would look at the content and the delivery of your presentation.
- In some cases, digital files will be required to assess technical skill.

You will be notified of your grades within 3 weeks of the hand in date and feedback is usually via an audio file in which at least two tutors contribute to feedback and feedforward.

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
A fully resolved body of photographic or related work that defines a personal response to a self-initiated-brief. A comprehensive digital workbook that evidences the progression of this unit and is reflective and analytical in nature.	100%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- **Demonstrate the ability to engage with the process of developing a self-defined brief into a final body of work through three distinct aspects of practice. (LO1)**

- **Demonstrate an understanding of testing ideas and reflective working practices through the use of a workbook, treatment and the progression through stages of research, practice and publishing. (LO5)**

- **Demonstrate an informed choice of technique and application of practice within a chosen genre of photography. (LO4)**

- **Demonstrate an ability to communicate a position or agenda through photographs and related media to an intended audience. (LO3)**

- **Utilise fully a range of practice-based outcomes relating to a self-defined brief which might contain aspects of creative collaboration or trans-disciplinary working (LO2)**

Essential Reading list

1. Calle, S., Auster, P. (2007) *Double Game.* Paris: Violette Editions.
2. Goude S (2017), *Chutzpah & Chutzpah: Saatchi and Saatchi: The Insiders' Stories,* UK: Michael O'Mara

3. D&AD, (2018), *The Copy Book,* Koln, Taschen
4. Naish J, (2012), *Enough,* UK: Hodder & Stoughton
5. Lury, C, (2011), *Consumer Culture,* Uk: Polity Press

This unit draws heavily on publications that introduce ideas around current debates in advertising such as sustainability, consumer culture as well as representation and how the advertising agency commissioning process is defined. This list is an introduction only and you will be expected to invest time within the unit to explore a conceptual underpinning to your final direction in this self-defined body of work. You will also be expected to look at monographs or sample advertising campaigns to better understand current visual directions both online and in a more traditional print format.